



# Enhancing Point-of-Sale Operations in Retail Environments with the LS9203i Omni-Directional Presentation Scanner



## Meet the challenge of providing better service at lower cost

Faced with the pressures of rising costs, smaller profit margins and employee turnover, you need to continually improve business operations. Revenue lost through pricing errors and shrinkage is devastating to your bottom line. Time invested in training is wasted when your best employees move on. And with stiff competition and commodity price constraints, service is your greatest differentiator. That means fast checkout and stocking what your customers want. Your instincts are good, but it's still a guessing game to match your inventory with customers' preferences, because you have no way to precisely track what they're buying. Retailers with stores of all sizes are overcoming these challenges by transforming their business processes, abandoning paper-based sales and inventory tracking for electronic data capture systems. While mobile technologies offer new ways to effectively manage inventory and streamline retail operations, complex and expensive systems may not fit the needs of your organization. Instead, you need a tool that's affordable, reliable, integrates into your point-of-sale (POS) environment easily and can be used without extensive training.

## Automate sales and inventory management for tighter control

Motorola's easy-to-use Symbol LS9203i omni-directional scanner speeds checkout and improves sales and inventory management in retail operations where counter space is limited. It offers reliable performance in a small, yet durable, form factor at an attractive price. Designed to work as both a presentation and handheld scanner, the LS9203i can be mounted on a checkout counter or removed from its base for handheld operation. This versatility enables your employees to scan bar codes hands-free, as well as bring the scanner to the merchandise to quickly scan several items at once and avoid lifting heavy products. With automated scanning, you eliminate pricing errors caused by manual input mistakes, reduce profit-eroding shrinkage and discourage "sweethearting" by requiring a manager's approval before offering special deals for friends and relatives.

## Increase sales with responsive, customer-focused operations

In busy stores, the LS9203i improves the POS experience by speeding the checkout process while giving cashiers the ability to focus on interacting with the customer. Whether an item is crossing the sales counter, sitting on a shelf or is part of a group of items being prepared for display, your employees can quickly and accurately record what's sold and what's in stock. With increased visibility

## Key Benefits:

- Increased profitability through improved inventory management, reduced shrinkage and fewer pricing errors
- Improved customer service resulting in higher customer satisfaction and loyalty
- Excellent return on technology investment with faster setup, ease of use and minimal maintenance

into what your customers are buying, you encourage repeat business by providing the products your customers want, when they want them. And, the LS9203i's small footprint leaves you enough space to set up product displays at the checkout counter, so your customers are able to easily pick up last-minute items.

Product selection is not the only draw for customers. They also appreciate fast service and knowledgeable answers to their questions. By streamlining the checkout and inventory control process, the LS9203i allows you to spend more time helping customers find what they need, a distinct competitive advantage in markets with commoditized products.

#### **Achieve high return on a modest technology investment**

You realize productivity gains almost immediately with fast setup and intuitive operation. The LS9203i comes packaged with the hardware and product support documentation you need to deploy in a matter of minutes. Because it is so easy to use, your employees are able to work more efficiently, no matter how long they've been on the job. Little or no training is required to quickly become proficient in scanning items.

Over the long term, the scanner's durable construction lowers maintenance costs and minimizes downtime due to equipment failure. The sturdy housing and internal shock mounts fortify the LS9203i to withstand multiple 4-foot drops, ensuring scanning accuracy even with heavy everyday use. When you're ready to upgrade your POS system, multiple on-board interfaces provide you with flexible host connectivity, enabling you to migrate to a new system without replacing your LS9203i scanners.

#### **Improve operations with a high-value, high-quality solution**

The LS9203i is an affordable advanced data capture tool capable of improving daily operations in retail operations. With an omni-directional scan pattern and high-performance optics, the LS9203i delivers superior data capture, even on high density bar codes. Its ease of deployment, as well as its durability and adaptability, make it a low total cost of ownership solution. Simple to use and featuring an extra loud beeper to help ensure successful bar code capture, the LS9203i helps your employees work faster and with greater efficiency for improved response.

#### **Depend on Enterprise Mobility Services to support your Symbol LS9203i scanners**

Even the most durable devices need a maintenance plan and a support strategy. That's why Motorola covers every aspect of your Symbol LS9203i scanners — to ensure you derive full value from your investment in our technology. To help you maintain peak performance, Motorola recommends Service from the Start Advance Exchange Support. This multi-year coverage plan provides the next-business-day device replacement you need to keep your businesses running smoothly and productively. And built-in Comprehensive Coverage extends normal wear and tear to cover internal and external components damaged through accidental breakage for no additional charge — significantly reducing your unforeseen repair expenses. Now that's true peace of mind.

For more information about the LS9203i, please visit [www.motorola.com/LS9203i](http://www.motorola.com/LS9203i) or access our global directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus).



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